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(REV. 8-83)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T721-22

SERIAL NO.

09/824,434

## INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

APPLICANT

ELDERING ET AL.

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FILING DATE

02 APRIL 2001

GROUP

UNKNOWN

JUN 19 2001

Technology Center 2600

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
JF	AA	5	8	0	1	7	5	3	09/98	Eyer et al.	348	13	
JF	AB	5	9	1	7	8	3	0	06/99	Chen et al.	370	487	
JF	AC	5	9	1	8	0	1	4	06/99	Robinson	395	200.49	

## ALFOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


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AD 5 1 5 5 5 9 1

10/92

Wachob

358

86

AE 5 7 7 4 1 7 0

06/98

Hite et al.

348

9

FOREIGN PATENT DOCUMENTS

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TRANSLATION

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NO

BA 9 9 5 2 2 8 5

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# Electronic Information Disclosure Statement



## Grouping of Advertisements on an Advertising Channel in a Targeted Advertisement System

Application:   
09/824434

Confirmation: 8189

Applicant(s): Charles Eldering

Docket Number: T721-22

Group Art Unit: 2611

Examiner: Unknown




search string: (5621728 or 5650994 or 6002394 or 6253238 or 6263501 ).pn.



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■ *That each item of information contained in the information disclosure statement was cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.*

### US Patent Documents

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init	Citation No.	Patent Number	Date	Bar Code	Patentee	Class	Subclass
<input checked="" type="checkbox"/>	P02	5621728	1997-04-15		Lightfoot et al.	370	60.1
<input checked="" type="checkbox"/>	P03	5650994	1997-07-22		Daley	370	259
<input checked="" type="checkbox"/>	P04	6002394	1999-12-14		Schein et al.	345	327

<input checked="" type="checkbox"/>	P05	6253238	2001-07-26		Lauder et al.	709	217
<input checked="" type="checkbox"/>	P06	6263501	2001-07-17		Schein et al.	725	39

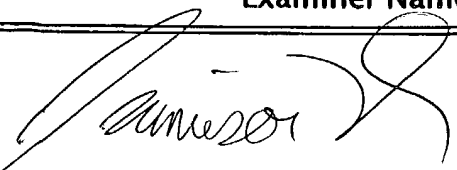


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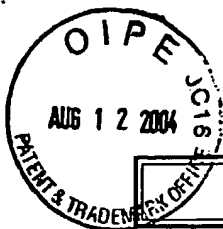
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**Signature**

Examiner Name	Date
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## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Grouping of Advertisements on an Advertising Channel in a Targeted Advertisement System																																																																																																
<p>Application Number: 09/824434</p> <p>Confirmation Number: 8189</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T721-22</p> <p>Art Unit: 2611</p> <p>Examiner: Christopher Grant</p> <p>Search string: ( 4602279 or 5099319 or 5231494 or 5446919 or 5534911 or 5559549 or 5585858 or 5724091 or 5752160 or 5761601 or 5966120 or 5990927 or 6009410 or 6029045 or 6088722 or 6418122 or 6425131 or 6434747 or 6446082 or 6459427 or 6463585 or 6487721 or 6516002 or 6615039 or 6631523 or 6675385 or 6718551 or 6724974 or 6738978 or 20020026645 or 20020038455 or 20020104083 or 20020129374 or 20030200128 ).pn.</p> <p><b>RECEIVED</b> AUG 16 2004 Technology Center 2600</p>																																																																																																	
<h3>US Patent Documents</h3> <p>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</p> <table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Patent No.</th><th>Date</th><th>Patentee</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td>JF</td><td>1</td><td>4602279</td><td>1986-07-01</td><td>FREEMAN</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>2</td><td>5099319</td><td>1992-03-01</td><td>ESCH</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>3</td><td>5231494</td><td>1993-07-01</td><td>WACHOB</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>4</td><td>5446919</td><td>1995-08-01</td><td>WILKINS</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>5</td><td>5534911</td><td>1996-07-01</td><td>LEVITAN</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>6</td><td>5559549</td><td>1996-09-01</td><td>HENDRICKS</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>7</td><td>5585858</td><td>1996-12-01</td><td>HARPER</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>8</td><td>5724091</td><td>1998-02-01</td><td>FREEMAN</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>9</td><td>5752160</td><td>1998-05-01</td><td>DUNN</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>10</td><td>5761601</td><td>1998-06-01</td><td>NEMIROFSKY</td><td></td><td></td><td></td></tr><tr><td>JF</td><td>11</td><td>5966120</td><td>1999-10-01</td><td>ARAZI</td><td></td><td></td><td></td></tr></tbody></table>		init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass	JF	1	4602279	1986-07-01	FREEMAN				JF	2	5099319	1992-03-01	ESCH				JF	3	5231494	1993-07-01	WACHOB				JF	4	5446919	1995-08-01	WILKINS				JF	5	5534911	1996-07-01	LEVITAN				JF	6	5559549	1996-09-01	HENDRICKS				JF	7	5585858	1996-12-01	HARPER				JF	8	5724091	1998-02-01	FREEMAN				JF	9	5752160	1998-05-01	DUNN				JF	10	5761601	1998-06-01	NEMIROFSKY				JF	11	5966120	1999-10-01	ARAZI			
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JF	12	5990927	1999-11-01	HENDRICKS
JF	13	6009410	1999-12-01	ADLER
JF	14	6029045	1997-12-01	PICCO
JF	15	6088722	2000-02-01	HERZ
JF	16	6418122	2002-07-01	SCHOENBLUM
JF	17	6425131	2002-07-01	CRANDALL
JF	18	6434747	2002-08-01	KHOO
JF	19	6446082	2002-09-01	ARITA
JF	20	6459427	2002-10-01	MAO
JF	21	6463585	2002-10-01	HENDRICKS
JF	22	6487721	2002-11-01	SAFADI
JF	23	6516002	2003-02-01	HUANG
JF	24	6615039	2003-09-01	ELDERING
JF	25	6631523	2003-10-01	MATTHEWS
JF	26	6675385	2004-01-01	WANG
JF	27	6718551	2004-04-01	SWIX
JF	28	6724974	2004-04-01	NARUTO
JF	29	6738978	2004-05-01	HENDRICKS

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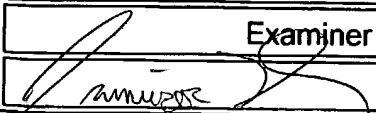
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## US Published Applications

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init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
	1	20020026645	2002-02-01	SON			
	2	20020038455	2002-03-01	SRINIVASAN			
	3	20020104083	2002-08-01	HENDRICKS			
	4	20020129374	2002-09-01	FREEMAN			
	5	20030200128	2003-10-01	DOHERTY			

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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**1**

**Complete if Known**

Application Number	09/824,434
Filing Date	02 APR 2001
First Named Inventor	ELDERING
Art Unit	2611
Examiner Name	GRANT, CHRISTOPHER
Attorney Docket Number	T721-22

## U. S. PATENT DOCUMENTS

[illegible]

## FOREIGN PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No.	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)			
	BB	WO9712486	04-03-1997	SLEZAK	
	BC	WO9827723	06-25-1998	YUEN	
	BD	WO9966719	12-23-1999	ZIGMOND	

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Date  
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